



Drive Sober or Get Pulled Over Crackdown 2011

Twitter Tips

TWEETING (i.e., posting messages)

- Start early – launch your campaign as soon as possible to generate followers and build relationships.
- To stay within the 142-character limit, keep your tweets short and sweet. Be simple, yet concise.
- Use popular hashtags (#) to become part of a trending topic. Take a look at a 3rd-party site such as hashtags.org to get an idea of popular hashtags used on Twitter.
- Be active and follow others for ideas for your own tweeting. Form relationships with those you are following.
- Share links to interesting and relevant events or organizations in your community.
- Don't only post facts – keep messages conversational and relate to what the public is posting.
- Don't be afraid to ask for a retweet from your followers.
- Ask questions. Twitter is great for getting opinions.
- Use direct messages for one-to-one conversations with your followers. This will aid in building relationships.
- Commenting on others' tweets and retweeting what others have posted is a way to build community.
- Link to your Twitter account from your Web site and any news releases.

REFERENCES

- Reference [Twitter101](#) to get familiar with Twitter and what it has to offer.
- [The Twitter Glossary](#) contains important lingo and vocabulary used frequently to talk about features and aspects of Twitter.
- Use services like [Twitter Search](#) to make sure you see if someone's talking about you. Try to participate where it makes sense.
- Learn to use URL shortening tools like [TinyURL](#) or [bitly](#). It helps reduce the character length of your tweets.

For additional impaired-driving information and resources, visit the High-Visibility Enforcement Campaign Headquarters at www.StopImpairedDriving.org.

